

口语Festival素材:Bierborse (啤酒节) PDF转换可能丢失图片或格式, 建议阅读原文

https://www.100test.com/kao_ti2020/11/2021_2022__E5_8F_A3_E8_AF_ADFest_c8_11534.htm Bierborse (Beer Festival) September
The Bierborse is an open-air event devoted to the art of brewing throughout the world. It is composed of two thirds beer-serving businesses and one third accompanying snack specialities. The range is supplemented by participants offering products typical of beer. That may be not only the local beer club but also the beer-mat seller or a tankard stand. The German Munchener Oktoberfest goes back to an event in October 1810 and then developed into an annual event organised by the breweries and entertainment businesses in Munich. The German Munchener Oktoberfest very quickly acquired the reputation of being the largest public festival on Earth and, as a result of imitators all over the globe, became a festival form welcome everywhere. In 1810, nobody could have anticipated this meteoric development. The Opladener Bierborse goes back to 1987, i.e. 177 years later, when Herbert Sonderrmann, a native of Opladen, had the idea of introducing a beer event and put this into effect in the form of a small event with seven beer stands in the pedestrian precinct in Opladen. At that time as well, nobody anticipated what a wonderful event was to develop from these beginnings. Today, Herbert Sonderrmann wears the Bundesverdienstkreuz (Order of Merit) of the Federal Republic of Germany for his services to Opladen ; because the small beer event in the pedestrian precinct in Opladen has now become the largest open-air event in the history of

the city of Leverkusen and the largest event of this kind anywhere in the world. Only the large number of beer types from all over the world allow the visitors to sample even unusual varieties. In more than ten years of development work, the Bierbourse has been developed, according to stringent rules and numerous criteria, into one of the most successful German public festivals without any blending with other types of event such as funfairs or even junk markets. This also illustrates how it differs from the Munchener Oktoberfest. Only the large number of beer types from all over the world allow the visitors to sample even unusual varieties. These include, for example, San Miguel from Spain, Efes from Turkey or Corona from Mexico which revive memories of past holiday trips. The small house breweries whose beers are not often offered on draught outside their brewing locations are also regular guests at the BIERBORSE events. The range on offer is rounded off by the well-known German brands which form the foundation of the Bierbourse. This is presented in a cosy beer-garden atmosphere.

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